

Memetic structures become memetic structures precisely because the individual memes which constitute the parts of the whole are able to bind to one another. Therefore, it appears to be in the nature of memes to bind with other memes to create more complex thought entities. Though an individual may be able to engineer a memetic structure with no open binding points, these closed binding points will still be subject to erosion, extraction, and attack by foreign memetic structures. In clearer terms, though an individual can create memetic structures shielded from the influence of foreign memetic structures, this shielding can always be bypassed by an invading memetic structure possessing the proper attributes.

Fashioned memetic structures with strong defensive walls should be able to withstand foreign memetic attack over long periods of time, remaining true to the intent of the memetic engineer. But given enough time, foreign memetic structures will eventually evolve into forms capable of successfully invading even the strongest of the current memetic structures.

An individual need not necessarily engineer his memetic structures with strong walls at the binding points. Another approach could be taken. Memetic structures could be fashioned with an eye toward attracting other memes and incorporating those memes into the original structure. A skilled memetic engineer could create a memetic framework with open binding ports into which other memetic structures would be absorbed. The fashioning of an *absorption/adaptation* memetic structure is a risky but workable plan. Though the exact form of the final product may not be predictable, its effects within the RSM can be estimated within general bounds.

#### THOUGHT VIRUSES

The ideosphere portion of the RSM is composed of at least two distinct varieties of memetic structures: *singular* and *replicating* structures.

Singular memetic structures are those memetic structures which do not, for whatever reason, replicate. Replication of memetic structures is

analogous to the reproduction of biological organisms. In order for a memetic structure to replicate it must bind to another memetic structure and mate or copy itself therein.

One very prevalent arena for the replication of memetic structures is the human mind. The human mind itself contains a memetic structure of great complexity. Memetic structures constantly invade the human consciousness and seek to replicate therein.

The reasons for the lack of replication of singular memetic structures are numerous. First, a memetic structure may contain no reproductive element; that is, no portion of the memetic structure contains replication instructions which can be passed on to other memetic structures. Likewise, a singular memetic structure may contain mechanisms for replication, but these mechanisms may not be able, for whatever reason, to perform their functions. A memetic structure which fails to replicate is doomed to perish with the passing of the more complex memetic structure in which it is contained. Every human mind contains numerous singular memetic structures which will pass forever out of the RSM with the passing of the human host (or sooner if the singular memetic structure is modified or destroyed by a more fit structure).

It is important to understand that the memetic structures which come to dominate the RSM do so because they are the most successful, or *most fit*, at replication. Fitness in regards to replication does not necessarily correspond with any inherent goodness or power to lead humanity to a higher order of existence. In fact, the opposite is often true. Most of the memetic structures with real potential to help an individual are singular memetic structures which are *not* fit replicators. For every one memetic structure which replicates efficiently, there are fifty thousand or more that do not. Of these fifty thousand memetic structures which replicate poorly or not at all, there are bound to be a few with real potential to help the individual accomplish particular goals. In addition, the most fit memetic structures tend by their nature to be the most prevalent. Thus in gaining or utilizing a fit memetic structure an individual is only